

AMENDMENTS

1. (Previously presented) A method for promoting the selection of an item by a predetermined type of consumer based upon consumer lifestyle and consumer market data, said method comprising the steps of:

gathering the consumer lifestyle and the consumer market data;

determining one or more representative activities of said predetermined type of consumer based upon the consumer lifestyle data;

determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities based upon the consumer market data; and

creating demand for said item by said predetermined type of consumer based upon said one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities through the selection of messaging, brands, packaging, or merchandising.

2. (Original) The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises analysis of said one or more representative activities within a predetermined length of time.

3. (Cancelled)

4. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises analysis of the consumer lifestyle data.

5. (Original) The method of promoting the selection of an item of claim 1, wherein said predetermined type of consumer comprises a home category manager and wherein said one or more representative activities is an event selected from the group consisting of wake up, breakfast, in transit to work, in transit to school, morning break, lunch, afternoon break, after school snack, after school sports, after work workout, dinner, social events, evening snack, and shopping.

6. (Original) The method of promoting the selection of an item of claim 5, wherein said item comprises a beverage and wherein said one or more representative uses is a need selected from the

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group consisting of refreshment, lift, meal enhancer, socializer, re-hydration, relaxer, treat, and a tide-me-over.

7. (Previously presented) The method of promoting the selection of an item of claim 6, wherein said step of creating demand for said item through the selection of messaging comprises messaging directed to said home category manager suggesting use of said beverage as said meal enhancer with said dinner.

8. (Previously presented) The method of promoting the selection of an item of claim 6, wherein said step of creating demand for said item through the selection of messaging comprises messaging directed to said home category manager suggesting use of said beverage as said refreshment during said shopping.

9. (Original) The method of promoting the selection of an item of claim 1, wherein said predetermined type of consumer comprises blue-collar adults and teens and wherein said one or more representative activities is an event selected from the group consisting of after school, afternoon, and after work.

10. (Original) The method of promoting the selection of an item of claim 9, wherein said item comprises a beverage and wherein said one or more representative uses is a need selected from the group consisting of refreshment, energy, and a tide-me-over.

11. (Previously presented) The method of promoting the selection of an item of claim 10, wherein said step of creating demand for said item through the selection of messaging comprises messaging directed to said blue-collar adults and teens suggesting use of said beverage as said energizer during said afternoon.

12. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said consumer market data comprises consumer purchase information.

13. (Original) The method of promoting the selection of an item of claim 12, wherein said step of determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities comprises analysis of said consumer purchase information.

14. (Previously presented) The method of promoting the selection of an item of consumer of claim 1, wherein said step of creating demand through the selection of messaging comprises messaging promoting said item as addressing a need associated with said one or more representative uses.

15. (Previously presented) The method of promoting the selection of an item of consumer of claim 1, wherein said step of creating demand through the selection of messaging comprises messaging associating said item with said one or more representative activities.

16. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said step of creating demand for said item through the selection of brands comprises selection of one or more brands of said item.

17. (Original) The method of promoting the selection of an item of claim 16, wherein said one or more brands comprise predetermined beverage brands.

18. (Original) The method of promoting the selection of an item of claim 16, wherein said one or more brands of said item is a liquid selected from the group consisting of coffee; tea; water; fruit, vegetable and juice concentrates; fruit, vegetable and juice beverages; isotonic beverages; non-isotonic beverages; milk and milk byproducts; carbonated soft drinks; and soft drink concentrate.

19. (Original) The method of promoting the selection of an item of claim 16, wherein said step of selecting one or more brands comprises selection of one or more food and beverage brands.

20. (Cancelled)

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21. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said step of selecting packaging comprises selection of a predetermined package.

22. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said packaging comprises immediate consumption packaging.

23. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said packaging comprises future consumption packaging.

24. (Cancelled)

25. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said merchandising comprises bundling the location of said item with a different item.

26. (Original) The method of promoting the selection of an item of claim 25, further comprising messaging promoting said bundling of said item with said different item.

27. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said merchandising comprises bundling the offering of said item with a different item.

28. (Original) The method of promoting the selection of an item of claim 27, further comprising messaging promoting said bundling of said item with said different item.

29. (Cancelled)

30. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said messaging comprises media advertising.

31. (Original) The method of promoting the selection of an item of claim 30, wherein said messaging is advertising selected from the group consisting of print, radio, television, satellite and

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cable broadcasting; Internet, e-mail, and computer transmissions; telecommunications; event-based marketing; and direct mail.

32. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said messaging comprises in-store displays.

33. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said messaging comprises out-doors displays.

34. (Previously presented) The method of promoting the selection of an item of claim 1, wherein said messaging comprises the name of said item and said one or more representative uses.

35. (Previously presented) The method of promoting the selection of an item of claims 1, wherein said messaging comprises the name of said item and said one or more representative activities.

36. (Original) The method of promoting the selection of an item of claim 1, further comprising the step of determining an environment in which said item is offered.

37. (Original) The method of promoting the selection of an item of claim 36, wherein said environment comprises a retail environment.

38. (Original) The method of promoting the selection of an item of claim 36, wherein said environment comprises a virtual environment.

39. (Original) The method of promoting the selection of an item of claim 36, further comprising the step of determining the manner in which said predetermined type of consumer selects said item in said environment.

40. (Original) The method of promoting the selection of an item of claim 39, wherein said step of determining the manner in which said predetermined type of consumer selects said item in said environment comprises consumer intercept surveys.

41. (Original) The method of promoting the selection of an item of claim 39, wherein said step of determining the manner in which said predetermined type of consumer selects said item in said environment comprises analysis of transactional data.

42. (Original) The method of promoting the selection of an item of claim 39, wherein said manner in which said predetermined type of consumer selects said item comprises a purchasing trip selected from the group consisting of quick mission trips, quick meal solution trips, and stock-up trips.

43. (Original) The method of promoting the selection of an item of claim 39, wherein said step of creating demand for said item comprises displays located at a location distant from said environment.

44. (Original) A computer-readable medium having computer-executable instructions for performing the steps recited in claim 1.

45. (Original) A computer-readable medium having computer-executable instructions for performing the steps recited in claim 39.

46. - 52. (Cancelled)

53. (Previously presented) A method for promoting the selection of a beverage by a consumer based upon consumer lifestyle data and consumer market data, comprising the steps of:
gathering the consumer lifestyle data and the consumer market data;
determining the daily activities of said consumer based upon consumer lifestyle data;
determining the needs of said consumer for said beverage during said daily activities based upon consumer market data; and

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marketing said beverage in association with said needs of said consumer for said beverage during said daily activities through the selection of messaging, brands, packaging, or merchandising.

54. - 58. (Cancelled)

59. (Previously presented) A method for promoting the use of an item by a predetermined type of consumer, said method comprising the steps of:

receiving consumer lifestyle data corresponding to representative activities of said predetermined type of consumer;

storing said data corresponding to said representative activities of said predetermined type of consumer in a marketing database;

receiving consumer market data corresponding to representative uses of said item by said predetermined type of consumer;

storing said data corresponding to said representative uses of said item by said predetermined type of consumer in said marketing database;

determining a relationship between said data corresponding to said representative activities of said predetermined type of consumer and said data corresponding to said representative uses of said item by said predetermined type of consumer activities based upon the selection of messaging, brands, packaging, or merchandising; and

storing said relationship in said marketing database.

60. (Original) The method for promoting the use of an item of claim 59, further comprising the step of creating messaging associating said item with said relationship.

61. (Original) The method for promoting the use of an item of claim 60, further comprising the step of storing said messaging in said marketing database.

62. (Original) The method for promoting the use of an item of claim 61, further comprising the steps of receiving data corresponding to the conversion rate of said predetermined types of consumers in response to said messaging associating said item with said relationship and storing said

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data corresponding to said conversion rate of said predetermined types of consumers in said marketing database.

63. (Original) The method for promoting the use of an item of claim 62, further comprising the steps of receiving data corresponding to the average transaction amount for said item and storing said data corresponding to said transaction amount in said marketing database.

64. (Original) The method for promoting the use of an item of claim 63, further comprising the steps of receiving data corresponding to the average gross profit margin for said item and storing said data corresponding to said average gross profit for said item in said database.

65. (Original) The method for promoting the use of an item of claim 64, further comprising the step of determining the value of said messaging based upon said conversion rate, said average transaction amount for said item, and said average gross profit margin for said item.

66. (Previously presented) A system for facilitating the use of an item by a predetermined type of consumer comprising:

a storage device; and

a processor connected to said storage device,

said storage device storing a program for controlling the processor,

said storage device storing data representing one or more activities of said predetermined type of consumer;

said storage device storing data representing one or more needs of said predetermined type of consumer for said item;

said storage device storing data representing one or more marketing solutions promoting the use of said item by said predetermined type of consumer based upon the selection of messaging, brands, packaging, or merchandising; and

said processor operative with said program to receive a request for said one or more marketing solutions based upon said one or more activities or said one or more needs of said predetermined type of consumer and to provide said one or more marketing solutions.

67. (New) A method for promoting the selection of an item by a predetermined type of consumer based upon consumer lifestyle and consumer market data, the method comprising:

gathering the consumer lifestyle and the consumer market data;

storing the consumer lifestyle and the consumer market data in a database;

determining one or more representative activities of the predetermined type of consumer based upon the stored consumer lifestyle data;

determining one or more representative uses of the item by the predetermined type of consumer during the one or more representative activities based upon the stored consumer market data;
and

creating demand for the item by the predetermined type of consumer through the selection of messaging, brands, packaging, or merchandising corresponding to the determined one or more representative uses of the item by the predetermined type of consumer during the determined one or more representative activities.
